



REQUEST FOR PROPOSALS

Title Sponsorship at the annual Fredericksburg Christmas Parade

Solicitation (RFP) Title:	Title Sponsorship at the annual Fredericksburg Christmas Parade
Investment:	\$9,000.00
Proposal Due Date and Time:	September 10, 2014 by 5:00pm
RFP Contact:	fredprpf@fredericksburgva.gov

Scope of Work: The City of Fredericksburg Parks & Recreation (P&R) is seeking Requests for Proposals (RFP) from local businesses interested in being named exclusive Title Sponsor of the annual Fredericksburg Christmas Parade. The Title Sponsor is the driving force behind the success of the event and will have high visibility exposure in pre-event advertising and promotion as well as on-site at the event.

I. General Requirements and Services of the Sponsor:

- a. The Sponsor must provide explanation of similar community outreach (if any)
- b. The Sponsor must provide a detailed breakdown of event marketing, promotion and social media strategy to be approved by P&R (marketing is optional)
- c. The Sponsor has the option of having a float or other type of entry in the parade
 - i. If this option is chosen, the Sponsor must have all personnel, equipment and/or materials for parade float or other type of entry
- d. The Sponsor must provide an appointed media contact and an on-site judge for the parade. This can be the same person
- e. The Sponsor must provide high-resolution, 300 dpi logos to be used in all advertising and promotions both in print and online.
- f. The Sponsor may include any additional information in the RFP that they plan to offer or include that is not outlined in the above.
- g. Payment must be submitted to P&R within 30 days of RFP award



II. General requirements and Services of P&R:

- a. P&R will advertise the parade in the following manner: "*Fredericksburg Parks & Recreation presents the (insert business name here) 2014 Christmas Parade*"
 - i. Selected Media Sponsor will have logo on marketing as well
- b. P&R will include Sponsor logo in all advertising and marketing to include but not limited to website, banners, flyers, Facebook/Twitter, P&R newsletter and other possible platforms
- c. P&R will provide a complimentary spot in the parade for the named Sponsor's float or other type of parade entry
- d. P&R will provide high visibility banners to include named Sponsor in the title at William St & Blue/Gray Parkway, Kenmore Ave, and other possible locations
- e. P&R will provide a VIP tent for named Sponsor, family and staff during event
- f. P&R will provide Sponsor with detailed breakdown of how investment dollars were spent and marketing/advertising package post-event.

III. Inquiries: Any question related to the RFP, including any part of the Scope of Work, shall be directed to the RFP Contact. For fairness and consistency, we request that all questions be submitted in writing. All questions will be updated periodically on an appendix within the RFP at www.fredericksburgva.gov/bids. Verbal or telephone inquiries will not be answered. No pre-submittal meetings/conferences will be held.

IV. Submittals: All proposals must be **sealed** and clearly marked with RFP title, *Title Sponsorship, Fredericksburg Christmas Parade* and received no later than September 10, 2014 by 5:00pm. Facsimile and electronic mail (email) submissions will **not** be considered.

V. All items should be mailed to or dropped off in person at the following address:

Dorothy Hart Community Center

Attn: Title Sponsorship, Fredericksburg Christmas Parade

408 Canal St

Fredericksburg, VA 22401